

CLASSIFICATION OFFICE DECISION

Title of publication: Wicked Camper EFH750

Other known title(s): Not stated

OFLC ref: 1700235.000

Medium: Vehicle

Maker: The Wicked Cult Limited

Country of origin: New Zealand

Language: English

Applicant: Commissioner of Police

Classification:	Objectionable except if the availability of the publication is restricted to persons who have attained the age of 16 years.
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Descriptive note: None

Display conditions: None

Date of entry in Register: 14 July 2017

Date of direction to issue a label: No direction to issue a label has been issued

Date of notice of decision: 14 July 2017

Summary of reasons for decision:

Wicked Camper EFH750 is a campervan for hire. Wicked Camper EFH750 was submitted for classification on behalf of the Commissioner of Police. Photographs of the images and text on the campervan were supplied to facilitate classification. The campervan's availability in public places has the effect of promoting and encouraging cannabis use as normal, acceptable and fun. Wicked Camper EFH750 has prominent and colourful cartoon characters on two sides that will inevitably appeal to young viewers. One side has a large image of a duck who appears to be smoking a cannabis cigarette and whose bloodshot eyes show the effects. The link with drug use is strengthened by the prominent use of the slang term "Stoned" beside the image of the duck. Young viewers attracted by a humorous image of a cartoon character using a drug, with supporting text identifying the drug as cannabis, do not have the maturity of judgment to recognise the transgressive nature of the material and are vulnerable to its normalising influence. Recent New Zealand research indicates that young adolescents who engage in persistent cannabis use do so at considerable risk to their physical and emotional health. Older teenagers and adults are likely to view this material with a more complete understanding of the likely consequences of drug use. In a framework set by the New Zealand Bill of Rights Act 1990, classification decisions must be reasonable and demonstrably justifiable. Freedom of expression entails a certain tolerance for the depiction of drug use in various media. However, because of the likelihood of harmful and potentially ongoing effects on young viewers, a classification of R16, which would prevent access by children and young teenagers, is required. The protection of children and young teenagers from harmful material is paramount in this instance.

